

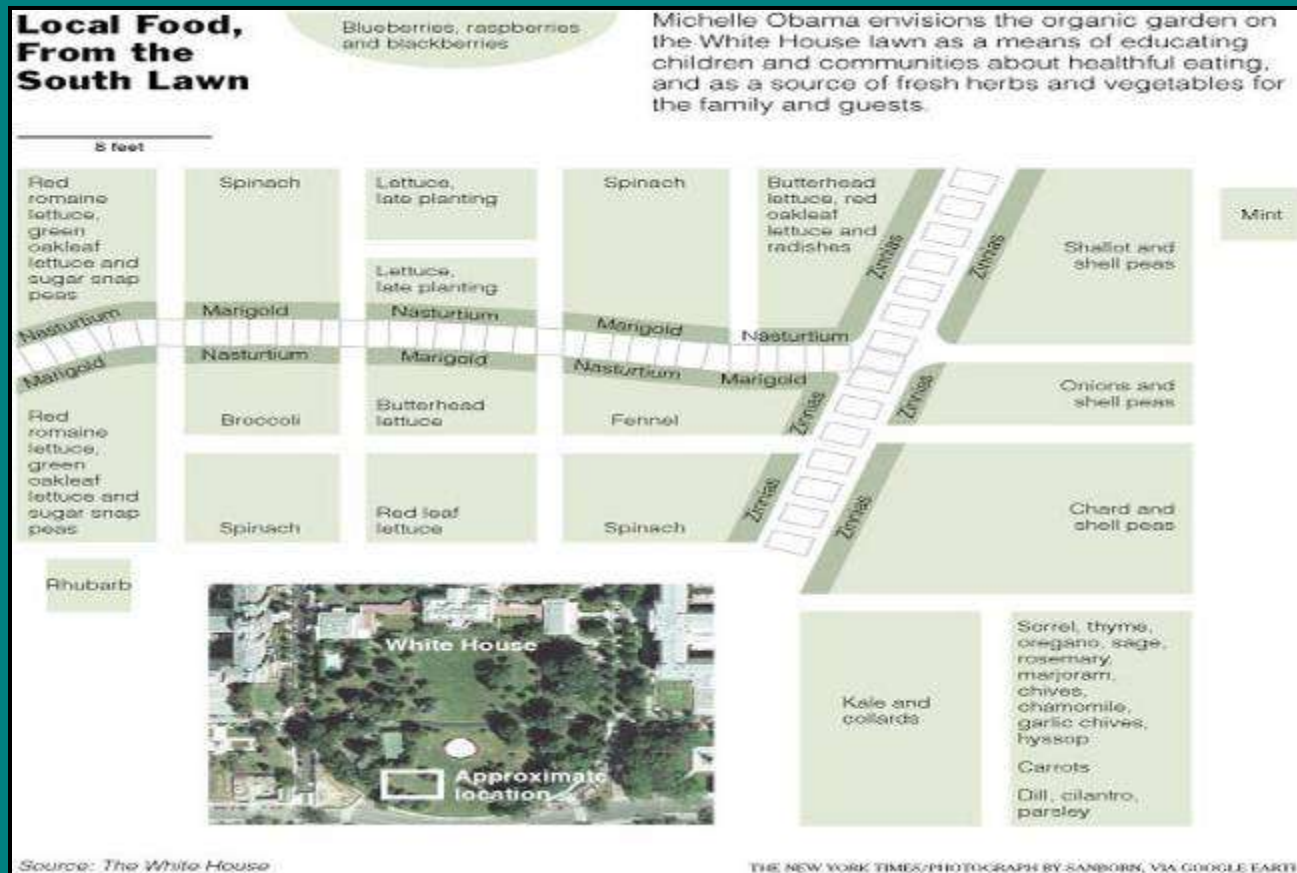
Marketing Services



VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES

Leanne DuBois
Division of Marketing and Development
Virginia Department of Agriculture and
Consumer Services

When the Queen of England creates “The Yard Bed”, the first food garden at Buckingham Palace since World War II and Michelle Obama digs up part of the White House lawn and plants the first food garden since Eleanor Roosevelt in 1943, you know there is a change taking place.



The Local Foods Revolution/Reality

Local foods sales grew from \$4 billion in 2002 to \$7 billion in 2007.

Sales are projected to reach \$11 billion by 2011.



The Rise of the 'Locavore'
How the strengthening local food movement in towns across the U.S. is reshaping farms and food retailing

**Bloomberg
Businessweek**

Unprecedented Demand for Locally Grown Food and Farm Products

Opportunities for

Local and regional business development and expansion

Job creation and retention

Rural and urban community revitalization

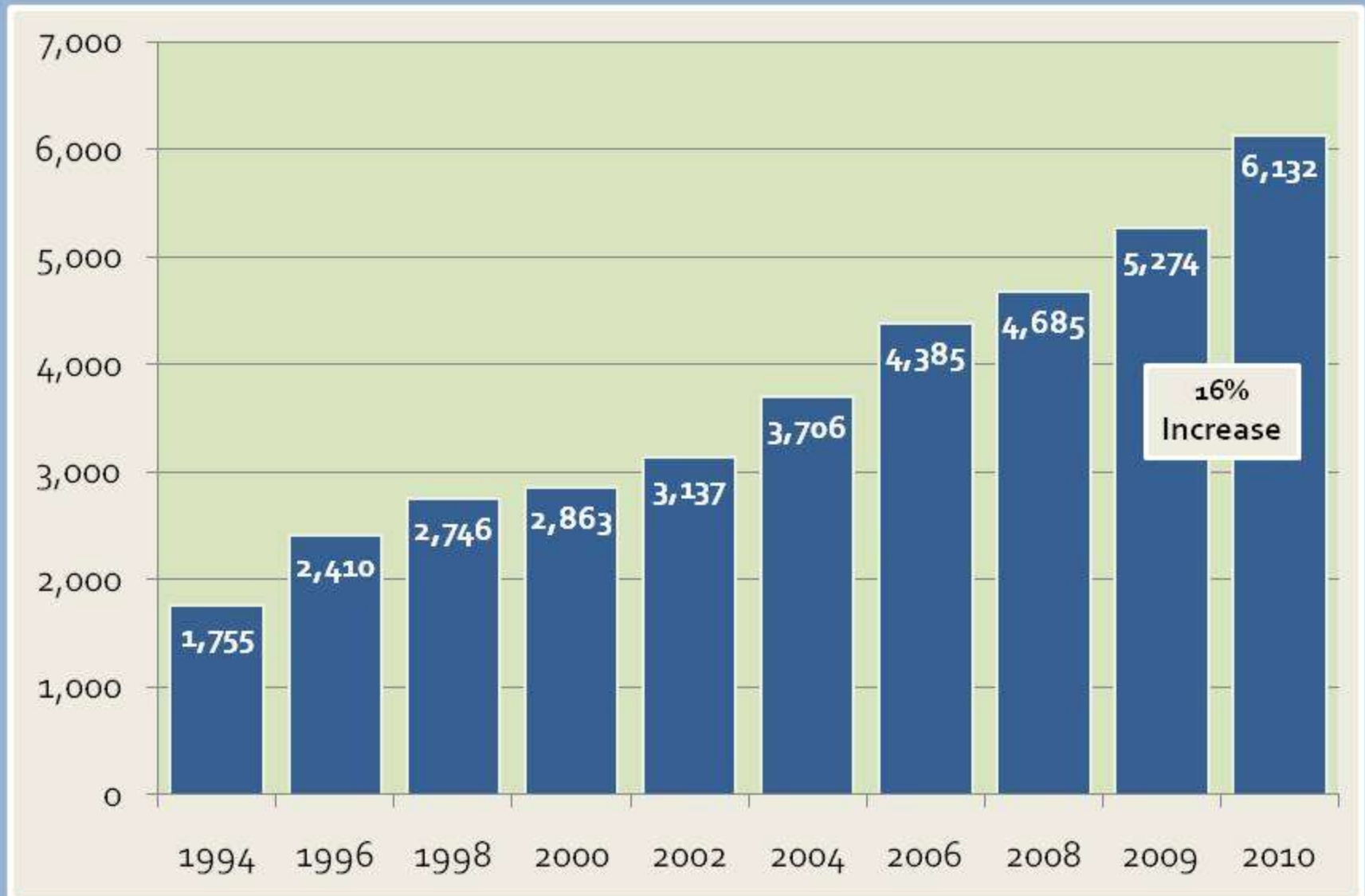
Farmland and natural resources protection

Improved community health

Enhanced food access and security



Number of Operating Farmers Markets



Source: USDA-AMS-Marketing Services Division

Growth in Virginia's Farmers Markets

Year	Number of Farmers' Markets	Annual Increase (%)	Cumulative Increase (%)
2005	88 Farmers' Markets	##	##
2006	90 Farmers' Markets	2.3%	2.3%
2007	123 Farmers Markets	36.7%	39.8%
2008	134 Farmers Markets	8.9%	52.3%
2009	171 Farmers Markets	27.6%	94.3%
2010	190 Farmers Markets	11.8 %	116%

CSA's

Community Supported Agriculture

Creates a relationship with a farm

Specialty foods increases year round opportunity



On- Line and Creative CSA's

- Local Food Hub
- Fall Line Farms
- Coastal Farms
- Farmer Girls
- Retail Relay
- Dominion Harvest
- Locally Grown Nelson
- The Farm Table
- Farm to Family Bus



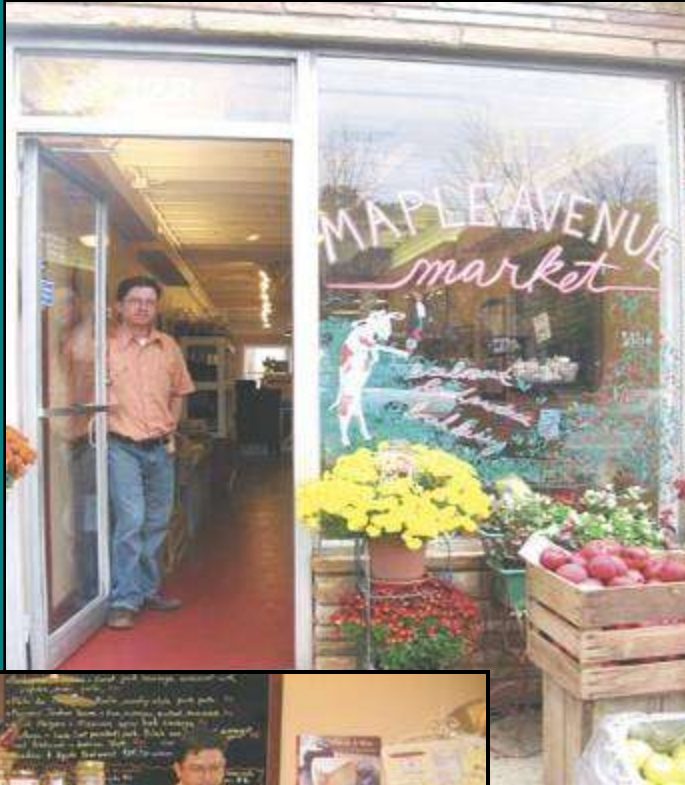
Farm Product Search Websites

- Virginia Grown
- Local Harvest
- Buy Fresh, Buy Local
- Rural Bounty
- Chefs Collaborative



Farm Food on Maple Avenue

New food store partners with local producers.



- "WE WANT TO BE a community resource for people who care about where their food comes from," linking the consumer with the farmer producer."

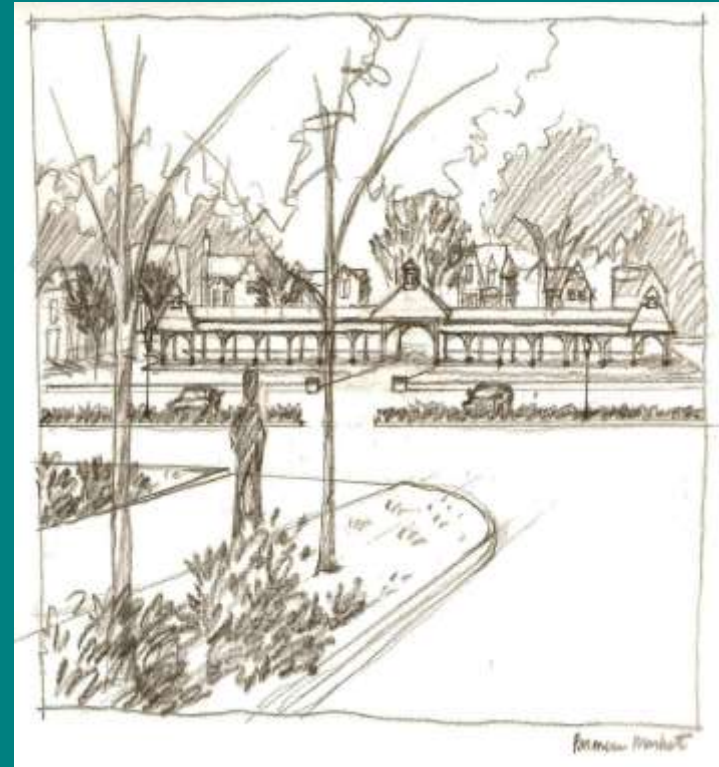
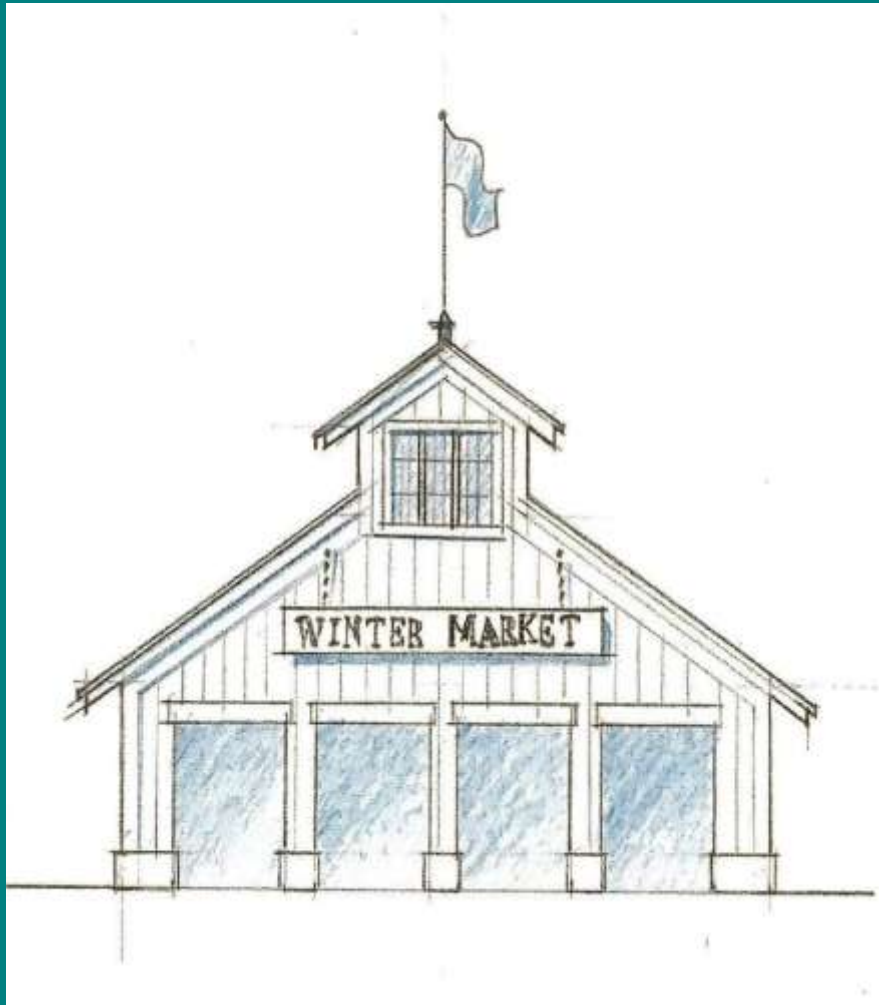
The store is partnering with Vienna producer Tom Niedermaier, Sweet Rose Farm to form a Community Supported Agriculture [CSA] cooperative.

- Maple Avenue Market participates in a program in which consumers can "cow-pool" with other Maple Avenue Market customers for grass-fed, humanely and locally raised Black Angus beef.



- Source: Vienna Connection 11/24/09

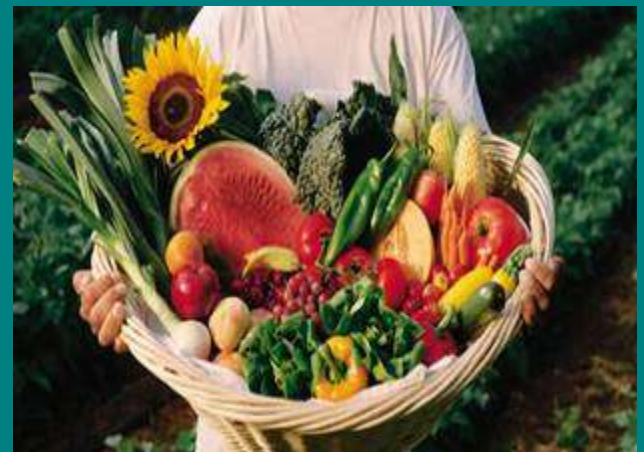
Urban Planning & Zoning



Choose the Commonwealth

Governor McDonnell
Announces "Choose the
Commonwealth!"

– *Encourages Virginia
Businesses and Trade
Groups to Incorporate
Virginia Food and Beverage
Products in Day-to-Day
Business Operations –*



TOP 2011 FOOD TRENDS

*Annual survey of chefs by the
National Restaurant Association (NRA).*

Locally sourced meats and seafood

Locally grown produce

Sustainability

**'Hyper local,' (restaurants with gardens,
chefs who butcher).**

Children's nutrition

Sustainable seafood

**Gluten-free food and being food allergy
conscious**

Simplicity/back to basics

Farm/estate-branded ingredients

Micro-distilled/artisan liquor

Locally produced wine and beer

Smaller portions for smaller prices

**Culinary cocktails, featuring fresh
ingredients**

**Fruits and Vegetables as children's
side items**

Local Cuisine

Chefs create menus based on what's in season so they can buy locally and regionally produced products

Invest time in building relationships with Chefs

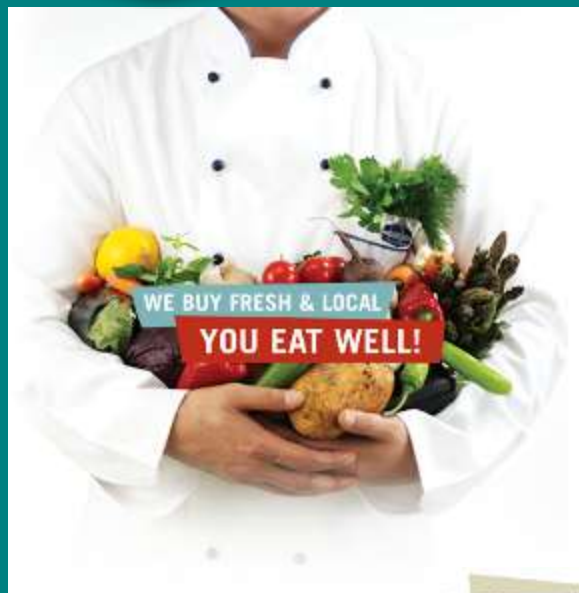
Provide samples, review seed catalogs for product interests

Ask About



Menu Offerings





*Community
& Fundraising*



Detroit tries peddling produce like ice cream

Produce truck serves a community with no easy access to fresh food

DETROIT — In a U.S. neighborhood served by 26 liquor stores but only one grocery, a community group is peddling fresh fruits and vegetables like ice cream.

Five days a week, the Peaches & Greens truck winds its way through the streets as a loudspeaker plays R&B and puts out the call: "Nutritious, delicious. Brought right to you. We have green and red tomatoes, white and sweet potatoes. We have greens, corn on the cob and cabbage, too."

The truck set up like a small market brings affordable produce to families on public assistance, homebound seniors and others who can't reach the well-stocked grocery chains in the suburbs.



A **food desert** is any area in the industrialised world where healthy, affordable food is difficult to obtain. It is prevalent in rural as well as urban areas

EBT Now Available

We are pleased to provide **EBT services** for all of our customers

You can now use your **SNAP, Credit or Debit Cards**



SNAP benefits can be used to buy food or seeds and plants to grow food in a home garden.

**For more information about SNAP, contact:
Virginia Department of Social Services
www.dss.virginia.gov**

Selling Strategies for Direct Marketing

- Build relationships with customers
- Discover customers' needs and preferences
- Be an advocate for your products
- Provide quality service



Food Value in Order of Importance

- 
1. Safety
 2. Nutrition
 3. Taste
 4. Price
 5. Natural
 6. Convenience
 7. Appearance
 8. Environmental Impact
 9. Fairness
 10. Tradition
 11. Origin



Trend Watching



Search trendwatching.com



Food Safety from Farm to Plate



Food Safety Information

The screenshot shows the FoodSafety.gov website with an orange header. The logo "FoodSafety.gov" is on the left, and a search bar with a "GO" button is on the right. Below the header is a green navigation bar with links: Home, Keep Food Safe, Food Poisoning, Inspections & Compliance, News & Features, Videos, Podcasts, More, and Blog. The main content area has a left sidebar with a "Keep Food Safe:" section containing links to Food Recalls and Alerts, The Basics: Clean, Separate, Cook and Chill, Preparing and Storing Food, Charts: Food Safety at a Glance, and a "By Types of Food" dropdown menu. The dropdown menu is open, showing a list of food categories: Meat, Turkey, Chicken and Other Poultry, Seafood, Eggs and Egg Products, and Milk, Cheese, and Dairy Products. The main content area features a breadcrumb trail: Home > Keep Food Safe > By Types of Food > Fresh Fruits, Vegetables, and Juices. Below this is a section titled "Tips for Fresh Produce Safety" with sub-sections for Buying Tips, Storage Tips, and Preparation Tips, each containing a list of bullet points. On the right side of the main content area is a "Recalls & Alerts" section with two entries: "Wellpet LLC Voluntarily REcalls Certain..." and "California Firm Recalls Chicken and Mushroom...". Below these is a "Get Food Safety Widget" button. At the bottom right is a "Stay Connected" section with a "Get Food Safety Widget" button and a "Ask the Experts" section with links to "Ask a Question" and "Report a Problem".

FoodSafety.gov Your Gateway to Federal Food Safety Information

Search GO

Home | Keep Food Safe | Food Poisoning | Inspections & Compliance | News & Features | Videos, Podcasts, More | Blog

Font Size - + Print Download Reader En Español

Home > Keep Food Safe > By Types of Food > Fresh Fruits, Vegetables, and Juices

Keep Food Safe:

- Food Recalls and Alerts
- The Basics: Clean, Separate, Cook and Chill
- Preparing and Storing Food
- Charts: Food Safety at a Glance
- By Types of Food**

- Meat
- Turkey
- Chicken and Other Poultry
- Seafood
- Eggs and Egg Products
- Milk, Cheese, and Dairy Products

Tips for Fresh Produce Safety

Buying Tips

- Purchase produce that is not bruised or damaged.
- When selecting fresh-cut produce - such as a half a watermelon or bagged salad greens - choose items that are refrigerated or surrounded by ice.
- Bag fresh fruits and vegetables separately from meat, poultry and seafood products.

Storage Tips

- Store perishable fresh fruits and vegetables (like strawberries, lettuce, herbs, and mushrooms) in a clean refrigerator at a temperature of 40° F or below.
- Refrigerate all produce that is purchased pre-cut or peeled.

Preparation Tips

- Begin with clean hands. Wash your hands for 20 seconds with warm water and soap before and after preparing fresh produce.
- Cut away any damaged or bruised areas on fresh fruits and vegetables. Produce that looks rotten should be discarded.
- All produce should be thoroughly washed before eating. Wash fruits and vegetables under running water just before eating, cutting or cooking.

Recalls & Alerts

Wellpet LLC Voluntarily REcalls Certain...
WellPet LLC announced today it has voluntarily recalled...
Mar 01, 2011 - FDA
[More](#)

California Firm Recalls Chicken and Mushroom...
Piccadilly Fine Foods, a Santa Clara, Calif., establishment,...

Get Food Safety Widget

Ask the Experts

[Ask a Question](#)

[Report a Problem](#)

Stay Connected

<http://www.foodsafety.gov>

Medical Related Diets



Dairy-free
Gluten-free
Low Fat
Low Sodium
Soy
Sugar Conscious
Vegetarian
Wheat-free

Losing Weight

Health Magazine &
Ladies Home Journal
promoted
“The Farmers Market
Diet.” Introduce
customers to diet and
offer products related
to the menu plan!





Cosmetic Foods

anti-aging

Healthy Hair

<http://www.webmd.com>

Glowing Skin

<http://www.webmd.com>

Dark Green Vegetables

Beans

Nuts

Poultry

Eggs

Whole Grains

Oysters

Low Fat Dairy

Carrots

Low Fat Dairy

Berries

Plums

Walnuts

Flax Seed

Olive Oil

Whole Grains

Turkey

Nuts



Food Medicine: Nutraceuticals

Boosting Immunity

http://online.prevention.com/flu_immunity/list/1.shtml

Yogurt
Oats
Barley
Garlic
Fish
Chicken
Tea
Beef
Sweet Potatoes
Mushrooms

Healthy Blood Pressure

<http://www.mypyramid.gov>

Sweet Potatoes
White Potatoes
Beans
Tomatoes
Beet Greens
Soybeans
Lima Beans
Winter Squash
Spinach

AGRITOURISM

In Virginia





Tourism generates \$17.7 billion in revenue, supports more than 204,000 jobs and provides \$1.24 billion in state and local taxes.



Every \$1 that Virginia invests in tourism marketing generates \$5 in return — providing significant tax revenue.

Virginia's location, within a day's drive or less of 60 percent of the U.S. population, makes it easy to get to and adds to the quality time families spend together on vacation.

"Tourism is an instant revenue generator for Virginia and is one of the smartest investments we can make as a Commonwealth,"
Governor McDonnell.



Agritourism

- Birthday parties, Holiday and special events, weddings, company picnics
- Schools, bus charters, seniors groups, scouts
- Cooking classes, garden and herb workshops, wreath making
- Hiking, camping, bird watching, kayaking, hunts



Agritourism-Defined (Code of Virginia § 3.2-6400).

Any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, wineries, ranching, historical, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity.”



Limited Liability

Code of Virginia

§ 3.2-6402. Warning required



WARNING



Under Virginia law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if such injury or death results from the inherent risks of the agritourism activity. Inherent risks of agritourism activities include, among others, risks of injury inherent to land, equipment, and animals, as well as the potential for you to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.

AgriTourism Trends

More Weddings on the Farm

Top Ten Wedding Trends for 2011!

2. Outdoor Venues- Where It's At

Couples tying the knot in 2011 will gravitate toward outdoor ceremony and reception venues. The raw, minimal backdrop of an outdoor setting leaves room for personalization and customization, a major perk for creative, hands-on newlyweds.

Lakeside venues, vineyard locations and spaces situated alongside sprawling mountains will dominate, and they'll be spruced up with personalized touches that represent the bride and groom.





Basic fees for weddings. The basic fee to rent Oz Farm for a weekend wedding is \$ 4,600 for the Main Camp and \$5,300 for the Main Camp with the Domes.



The Place to get Married in the Mountains

McGuire's Millrace Farm & Weddings by the Foster Sisters

Banquet & Special Event Facility



MAIN MENU

[Home](#)
[The Barn](#)
[Event Calendar](#)
[Services Offered](#)
[Photo Gallery](#)
[Event Forms](#)
[Area Information](#)
[Contact Us](#)

For Your Driving
Instructions

Your address here

Your city State Zip Cod

Plan route now

Plan way back



PATRONS

024232

Today	3
Yesterday	204
This week	1228
This month	3226
Last month	3660

We have: 1 guests, 1
bots online
Your IP: 70.160.244.111
Today: Mar 21, 2011
Visitors Counter



Now offering weekday (Monday-Thursday) wedding packages beginning at \$500.00

The McGuire Farm, owned by John T. (Tommy) and Linda McGuire, has a history of providing services to the people of this community and to others throughout the United States and the world! Still standing near the entrance of the farm is the old McGuire country store. Members of our older generation can recall memories of John Jacob McGuire (Tommy's grandfather) and how he helped provide food to the local people during the Great Depression.

The old McGuire homestead still stands with Civil War heritage. Millstones in the creek are evidence of the grist mill from days gone by as well as the crib which is one of many favorite spots for photo opportunities. The millrace, which was hand dug, runs the length of the farm and gives the property its name. A placid pond, a line of tall beautiful birch trees and a garden arbor rounds out this incredible property nestled serenely in the majestic mountains of Murphy, North Carolina.

Farm Cooking Schools



Welcome to the Farm

the Farm is situated in northern KwaZulu-Natal, South Africa near the town of Vryheid. It is a small almost self-sufficient farm on which the Comins family caters for international safaris in winter and offers short cooking courses during the rest of the year. the Farm, with it's sandstone main house and six thatched guest cottages is picturesque and green for most of the year with wonderful bird life and stunning gardens, both ornamental and edible.

It is a peaceful retreat from the rigours of modern lifestyles and a haven where you can experience for a short while exactly what life should be like.

It's about relaxation, wonderful food and the excellent company of fascinating and welcoming country hosts.



the Farm | the Cooks | the School |
the Ingredients | the Menu | the Book | the Area | Contact the Farm

2007 © Site by DESIGN CULTPRIT



BIRTHDAY UNIVERSITY

"Learning the Business of Remarkable Birthday Parties"

The Business Of Birthday Parties a foundation to build on

The children's birthday party business has exploded in recent years

Competition for this growing market is no longer just the Family or Children's Entertainment Center Industry, but any number of family oriented businesses aimed at capturing a piece of this lucrative, billion dollar industry.

Now more than ever, you must develop, focus and plan a sound strategy to differentiate yourself as the undisputed best, far above and beyond your competition.

\$38,000 Kids' Birthday Parties?

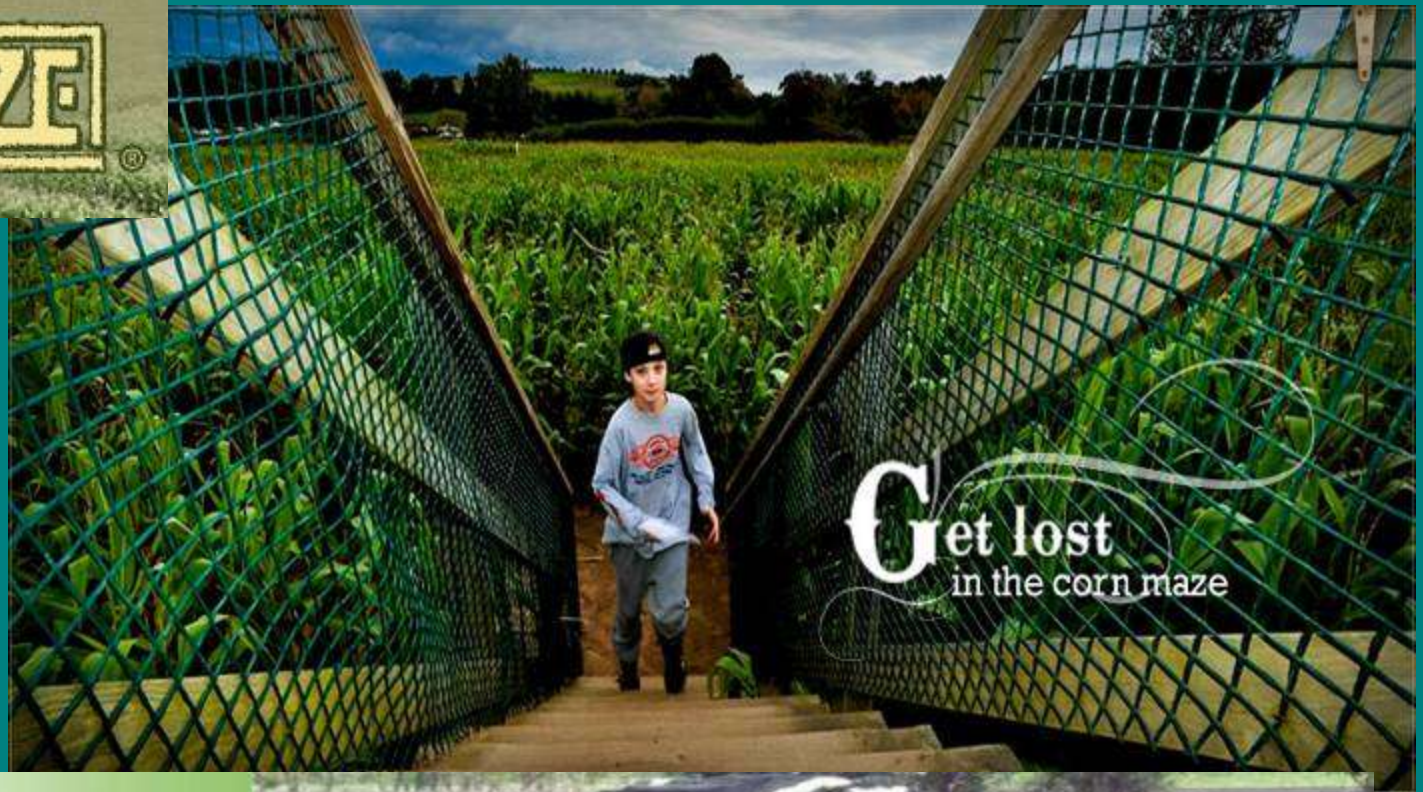


Added Value



Sandy Creek Mining Company

The
MAZE



2nd Virginia Farm to School Week 2010

November 8 – 12

Survey Results

School Districts that Participated - 84%

Featured Virginia Grown Products

Apples - 91 %

Sweet Potatoes – 54%

Broccoli - 48%

Products purchased from:

Distributor – 71%

Farmer – 34%

Food Cooperative – 5%

Other – 9%

Incorporated an educational component – 70%

Total dollars spent for Farm to School week - \$63,000.

(47 responders = \$1,341 per District)

(56 responders)



Build a Farm to School Team

A strategic opportunity to bring together the classroom, cafeteria, farm, home, and community to promote a common goal

Supports healthy food choices through increased access and consumption of fruits and vegetables

Farmer visits and tours connect kids with the people who grow their food and builds a personal connection with local agriculture





- During 07-08 local food purchases accounted for 8.5% of all Dining Services food purchases.
- In 09-10 that figure rose to 32% of food purchases.



Colleges and universities spend over \$4 billion each year on food.

Cost-Transfer Economics



The Real Food Challenge currently calls for all colleges and universities to devote 20% of their food budget to local and sustainably produced food by the year 2020.

By choosing to support local food producers who use sustainable farming practices, Virginia Universities can become part of a greater national effort

Organic Certification in Virginia



COST SHARE INFORMATION

[2010/2011 Cost Share Announcement](#)

[Organic Certification Cost Share Application](#)

[W-9 Form](#)

News and Events

Natural Resources Conservation Service is offering financial assistance to organic producers and those transitioning to organic production.

[USDA Announces Opportunity for Organic Producers to Implement Conservation Practices](#)

Organic Resources

[Organic Certification in Virginia](#)

[Virginia Certified Organic Resource Guide](#)

[Virginia Certified Organic Producers](#)



VIRGINIA WATER HARVEST PROGRAM

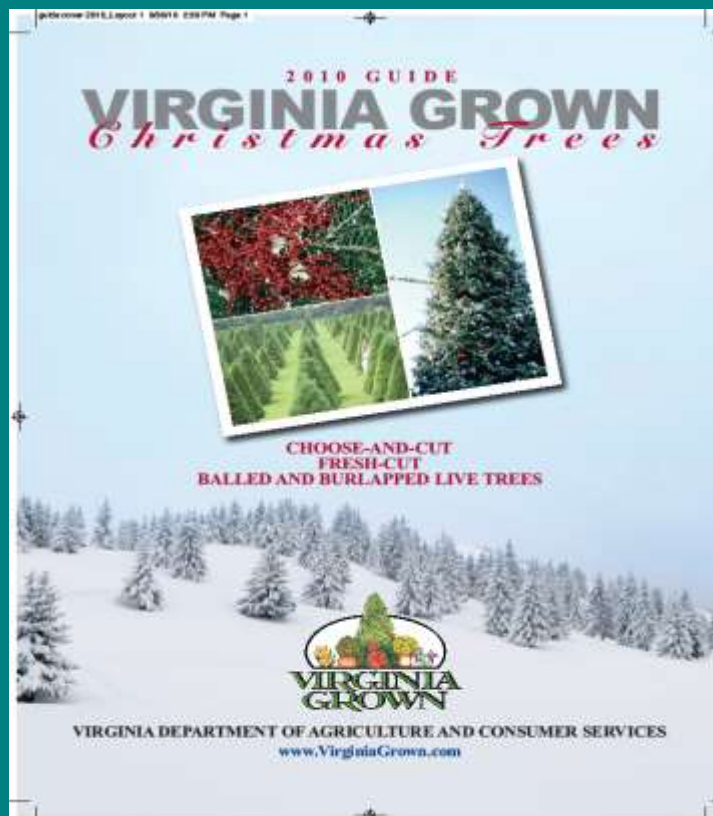


The Virginia Water Harvest program was established to **help increase the awareness and consumption of locally harvested seafood products**. The goal is to promote and create a demand for sustainable, locally-harvested seafood, both wild caught and farm raised and to encourage consumers to **establish a link to the local watermen community**. The program will feature education about species that are indigenous to our waterways, ways to purchase and prepare local seafood species and to distinguish the seasonality of seafood products. **Creating a stronger consumer demand for local seafood creates the opportunity to increase revenues for fishermen, seafood retailers, and restaurants.**

Christmas Tree Industry



The Virginia Christmas Tree Guide is published by the Virginia Department of Agriculture and Consumer Services in cooperation with Virginia Christmas Tree growers.



guide cover 2010.Laport 1 9/20/10 2:03 PM Page 2

VIRGINIA CHRISTMAS TREE VARIETIES CHART <small>www.virginiagrown.com</small>				
	COLOR	NEEDLE LENGTH	NEEDLE RETENTION	SCENT
Colorado Blue Spruce	Dark green to Powder blue	1 - 3"	Best in species	Fair aroma
Norway Spruce	Dark green	7/8 - 1"	Fair	Pleasant aroma
Balsam Fir	Dark green	3/4 - 1 1/2"	Excellent	Very fragrant
Canoe Fir	Dark green on top Silver underneath	7/8 - 1"	Excellent	Very fragrant
Concolor Fir	Blue-green	3/4 - 5/8"	Good	Pleasant aroma
Douglas Fir	Dark green to blue	1 - 1 1/2"	Excellent	Very fragrant
Fraser Fir	Dark green	3/4 - 1"	Excellent	Fragrant
Scotch Pine	Bright green	1-4"	Excellent	Long-lasting aroma
Virginia Pine	Dark green to gray	1 1/2" - 2"	Excellent	Pleasant aroma
White Pine	Blue-green	2 - 5"	Excellent	No fragrance
Leyland Cypress	Dark green to gray	4"	Excellent	Light to no scent

102 Governor Street - Richmond, VA 23219

USDA Specialty Crop Competitive Grant Program

Grants up to \$30,000

Eligible Crops:

Fruits & Vegetables

Tree Nuts

Dried Fruits

Horticulture & Nursery

Eligible plants must be intensively cultivated and used by people for food, medicinal purposes, and/or aesthetic gratification to be considered specialty crops.



Five year old American Ginseng Plant – specialty Crop Grant – Woodland Production of ginseng, goldenseal and other botanical herbs. Landowners in the Blue Ridge Mountains

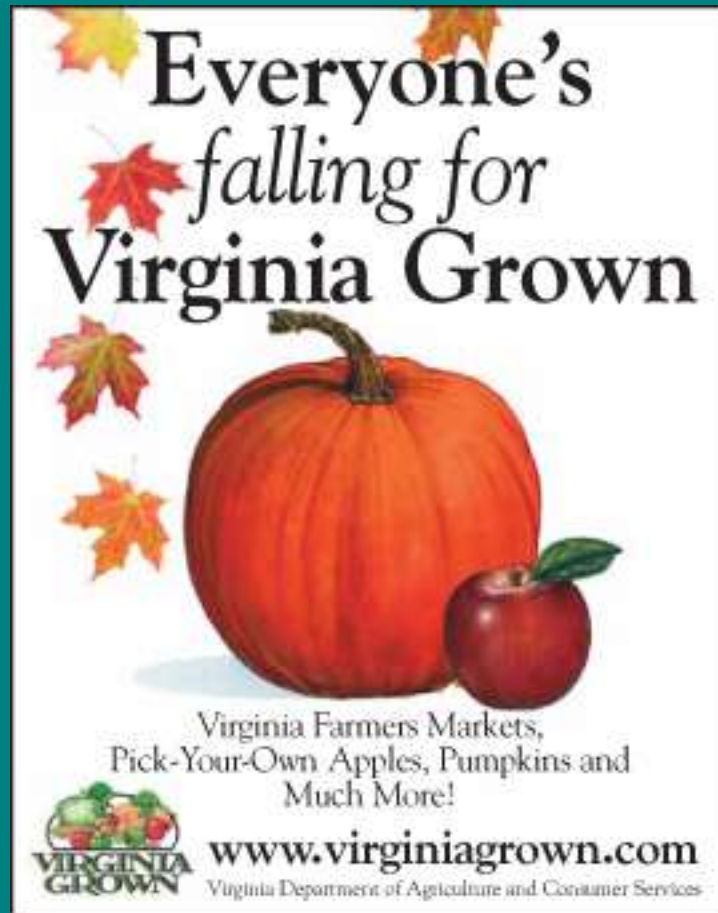
Agricultural Marketing

Regional marketing development managers are located in six designated regions of the state to provide assistance in marketing commodities and enhancing agricultural economic development within those regions.

Regional managers provide assistance, advice and counsel to agricultural producers, industry representatives, and organizations through individual consultations, public presentations, newsletters, and the media in order to enhance and influence marketing efforts



Virginia Grown Promotions



- Advertising in magazines and newspapers
- Contests
- TV and radio public service



Free Virginia Grown POS



Virginia Grown Point-of-Sale Materials

The following items are available from the Virginia Department of Agriculture and Consumer Services, Division of Marketing. To order, fill out the form below and mail or fax to Virginia Grown, VDACS, 102 Governor Street, Room 317, Richmond, VA 23219, 804-371-7786.

Quantity

Description/Size

large

Virginia Grown Price Cards - Available in two sizes (11" x 17" and 7" x 5") for use in identifying locally-grown products.

small



new

Virginia Grown Banners - Both produce and nursery are still available. The new logo, which encompasses meat, poultry, and eggs, is now available. These colorful 4' x 3' vinyl banners are excellent for indoor or outdoor use. Limit of two per farm or market.

produce

nursery

Virginia Grown Nutritional Poster - 17" x 22" full-color poster depicting Virginia fruits and vegetables and providing nutritional facts for each.



Virginia Grown Nutritional Brochure - Full-color brochure contains nutritional information, as well as fun facts about Virginia produce, food safety information, availability chart, and recipes.

Virginia Grown Artwork on CD - Color and black-and-white artwork.

Virginia Grown Memo Boards - Colorful, letter-size, dry-erase boards with pens/magnets to attach to refrigerator. Available in limited quantities.

large

Virginia Grown Stickers - Full-color stickers available in small (3/4") and large (1-1/2") sizes. Small come 100/roll; large 250/roll. Available in limited quantities.

small

Virginia Grown Fans - Colorful, hand-held paper fans. Available while supplies last.

Virginia Grown Tote Bags - Ivory tote bags with color logo and green sides and gusset. Up to 25 free. Larger quantities up to 100 per farm or market are available at cost (\$0.79 each). Make check payable to Treasurer of Virginia and send with this form to: Virginia Grown, VDACS, 102 Governor Street, Room 317, Richmond, VA 23219.



Name _____

Farm Name _____

Street Address _____

City/State/Zip _____

Phone _____

Virginia Grown POS (Point of Sale) Material



www.virginiagrown.com

viriniagrown.com

What Are You Looking For?



Product Name / Description

City or Zipcode

All

Farms

CSA

Farmers Markets

Other

Specialty Products

Search

Welcome to Virginia Grown.com

Virginia Grown products are known for their freshness, delicious taste and excellent quality. When the food you buy comes from local farmers, producers and processors, you are getting a superior product and you are also supporting Virginia agriculture, the Commonwealth's number one industry. Virginia's working farms keep the State's economy strong, provide greenspace and help maintain the high quality of life enjoyed by all Virginians. Choose Virginia Grown products wherever you shop and help support local Virginia farmers.

Virginia Grown Mobile ~ Locating delicious Virginia Grown products is as easy as asking for them when you visit your neighborhood grocer or you can search for them right here on Virginia Grown Mobile, where you'll find a wide variety of fresh, nutritious products, fresh from the farm.



Click.
Pick. Enjoy.
VirginiaGrown.com



Locally Known • Virginia Grown

What's in Season?

Fresh From The Farm...Fresh To You
Look for Virginia Grown when you want the
finest locally grown products available.

VIRGINIA FRUIT AND VEGETABLE AVAILABILITY CALENDAR												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
APPLES												
ASIAN PEARS												
ASPARAGUS												
BEETS												
BLACKBERRIES												
BUTTERBEES												
BROCCOLI												
CABBAGE												
CANDY CORN												
CUCUMBERS												
EGGPLANT												
GRAPES												
GREEN BEANS												
GREENS/SPINACH												
HERBS												
NECKARINES												
ONIONS												
PEACHES												
PEPPERS												
POTATOES												
PUMPKINS												
RASPBERRIES												
SQUASH												
STRAWBERRIES												
SWEET CORN												
SWEET POTATOES												
TOMATOES												
WATERMELONS												

To find a farmers' market, pick-your-own farm,
farm stand, community supported agriculture (CSA)
or agritourism destination, make your first stop

VirginiaGrown.com

*Fresh Fruits and Vegetables • Fresh Meats and Dairy
Artisan Cheeses • Farm Fresh Eggs • Herbs
Flowers, Plants and Seeds • Jams and Jelly
Specialty Products • Recipes and more...*

Virginia Department of Agriculture and Consumer Services
102 Governor Street • Richmond, VA 23219
804.225.3663



Working to Promote Specialty and Farm Processed Foods





- Promotes the development of Virginia agriculture and specialty food products.
- Only Virginia products that meet or exceed quality standards are part of the Virginia's Finest Program. Specific industries recommend, create and update the quality standards.
- All Virginia's Finest products must be approved by the Virginia's Finest Review Committee.



THE FANCY
FOOD
SHOW

VIRGINIA



Virginia's Finest
vafinest.com



Virginia Department of Agriculture & Consumer Services

Office of Dairy & Foods

Food Safety & Security Program



Duties and Responsibilities

- Perform regular establishment inspections.
- Investigate consumer complaints.
- Monitor the food supply via sampling for microbiological concerns, pesticide residues, aflatoxins, product standards, and product labeling.
- Respond to food related disasters-carrier wrecks, floods, fires, and power outages.

Our mission is to serve the citizens of the Commonwealth by:

- Ensuring a safe, wholesome, and properly labeled food supply.
- Aid in the prevention of and minimize the impact of food-borne illness outbreaks.
- Offer guidance to operators of retail food stores, home based food operations, food manufacturing establishments, farmers markets and food warehouses.
- To ensure all food processors understand the requirements of and abide by the Virginia Food Laws and related regulations.

VIRGINIA HOME KITCHEN BILL SB272



(Effective July 1, 2008)

Below are the foods that you can process without state inspection:

ONLY:

- (1) Candies
- (2) Jams, and jellies not considered to be low-acid or acidified low-acid food products
- (3) Baked goods that do not require time or temperature control after preparation (for safety).

Products produced other than those listed above will be subject to state inspection.

Products produced prior to July 1, 2008, will be under state inspection.

Stipulations on selling these products are as follows:

They are to be:

- (a) Sold to an individual for his own consumption and not for resale
- (b) Sold at a private home or at Farmers' markets.

In addition to the required "standard labeling" (i.e. name of product, name and address of manufacturer, distributor or packer, net weight statement, ingredients statement and possibly nutritional information) the products label would need to contain the following:

**"NOT FOR RESALE
PROCESSED AND PREPARED WITHOUT STATE INSPECTION"**



Honey Exemption

SB – 1108

Approved Feb. 2011

Private homes where the resident processes and prepares honey produced by his own hives, if: (i) the resident sells less than 250 gallons of honey annually; (ii) the resident does not process and sell other food products in addition to honey; except as allowed by subdivision A 3; (iii) the product complies with the other provisions of this chapter; (iv) the product is labeled "PROCESSED AND

PREPARED WITHOUT STATE INSPECTION. WARNING: Do Not Feed Honey to Infants Under One Year Old";

and (v) the resident certifies in writing annually to the Department that he meets the requirements of this subdivision. Nothing in this subdivision shall increase or diminish the authority of the Commissioner under § 3.2-5102;

Home Based Pet Food and Treat Business

VDACS Office of Products and Industry Standards

804.786.2476

Requirements:

- Obtain the required license
- Register each product
- Analytical Testing of products
- Label and packaging requirements

The name and mailing address of the manufacturer or guarantor of the product is required to be displayed on the label. For safety reasons, a post office box is recommended for business correspondence. Your street address is not required if the business is listed in a local telephone directory. In that case, only the business name, city, state and zip are required for contact information.

The label shown below has all of the required information.

Bucky's Biscuit Bits

A bowlin' good treat for your best friend



Liver & Beef Flavor Dog Treats For Medium Sized Dogs

Ingredients: Whole wheat flour, Enriched dried liver, beef broth.
Guaranteed analysis: Crude Protein (min) 12%;
Crude Fat (min) 6%; Crude Fiber (max) 3%; Moisture 10%.

Keep refrigerated to maintain freshness for up to two weeks.

Net wt. 8 oz (227 g)
Bucky's Bakery, Beckville, VA 23245-4789
buckdog@vernet.net

GUARANTEED ANALYSIS TESTING

It is your responsibility to contact a private laboratory for testing costs and submission procedures. The Virginia Department of Agriculture and Consumer Services does not have information on available private laboratories and does not endorse one facility over another as to the testing capabilities or quality of service.

To meet the label requirement for a guaranteed analysis, each treat must be submitted to a private laboratory for testing. Private laboratories are listed in most local telephone directories.

REFERENCES

There are numerous resources available through the internet that will assist you in beginning and expanding your new business.

The U.S. Food and Drug Administration (FDA) has several information bulletins on their website at www.fda.gov.

A couple of these reference documents that will be of particular help in pet treat rules and regulations would be <http://www.fda.gov/cvm/market.htm> (Information on Marketing a Pet Food Product) and <http://www.fda.gov/cvm/petlabel.htm> (Interpreting Pet Food Labels).

FORMS

The license application form and product registration form can be found on our agency website at <http://www.vdacs.virginia.gov/forms>, <http://www.vdacs.virginia.gov/forms>, or you may contact our office in writing or at the phone or fax numbers in this brochure.

The Office of Product and Industry Standards is available to assist you with the licensing, product registrations and the review of labels for your products.

VA Department of Agriculture & Consumer Services
Office of Product and Industry Standards
182 Governor Street
Richmond VA 23219
804-786-2476 Fax: 804-786-1171
<http://www.vdacs.virginia.gov>

Your Home-Based Pet Food & Treat Business



What You Need To Know



Joel Stopha
International Marketing Specialist
Forest Products
Virginia Department of Agriculture
and
Consumer Services
102 Governor Street, Room 330
Richmond, Virginia USA 23219
TEL: 804.371.8991
FAX: 804.225.4434
E-mail:

joel.stopha@vdacs.virginia.gov

Marketing Forest Products Exports

Why Should My Company Consider International Markets?

- Expand markets - lessen impact of domestic sales slumps - increase product mix.
- Ongoing shift in furniture production and housing construction
- Niche product (i.e white oak staves)



It's a Global Economy

In 2005 global hardwood imports were nearly \$27.6 billion in over 40 countries however in 2010 they will increase \$31 billion! \$1.2 billion from the U.S. alone!

China's economy is growing at a rate of just under 10% as a result their demand for hardwood input is massive and growing!

Housing demand in Canada, U.K., and Spain has been notably strong.

Thailand hardwood growth has averaged 13.7% per year over the past six years.

On going shift in Furniture:

Chinese furniture exports have grown from \$5 billion in 1999 to more than \$22 billion in 2005!

VDACS Website Under International Services – FOREST PRODUCT DIRECTORY

The Virginia Export Forest Products Directory contains a listing of wood products suppliers and manufacturers located in the Commonwealth of Virginia. This list is designed for use by international buyers of wood products. Click [here](#) for a list of wood products suppliers to the domestic (United States) market.

Choose from the following categories:

[Veneer](#)

[Hardwood Lumber](#)

[Hardwood Logs](#)
[Hardwood Flooring](#)

[Industrial Wood Products](#)
[Southern Yellow Pine](#)





OFFICE OF FARMLAND PRESERVATION

Kevin Schmidt

Coordinator, Office of Farmland Preservation

Virginia Department of Agriculture and
Consumer Services



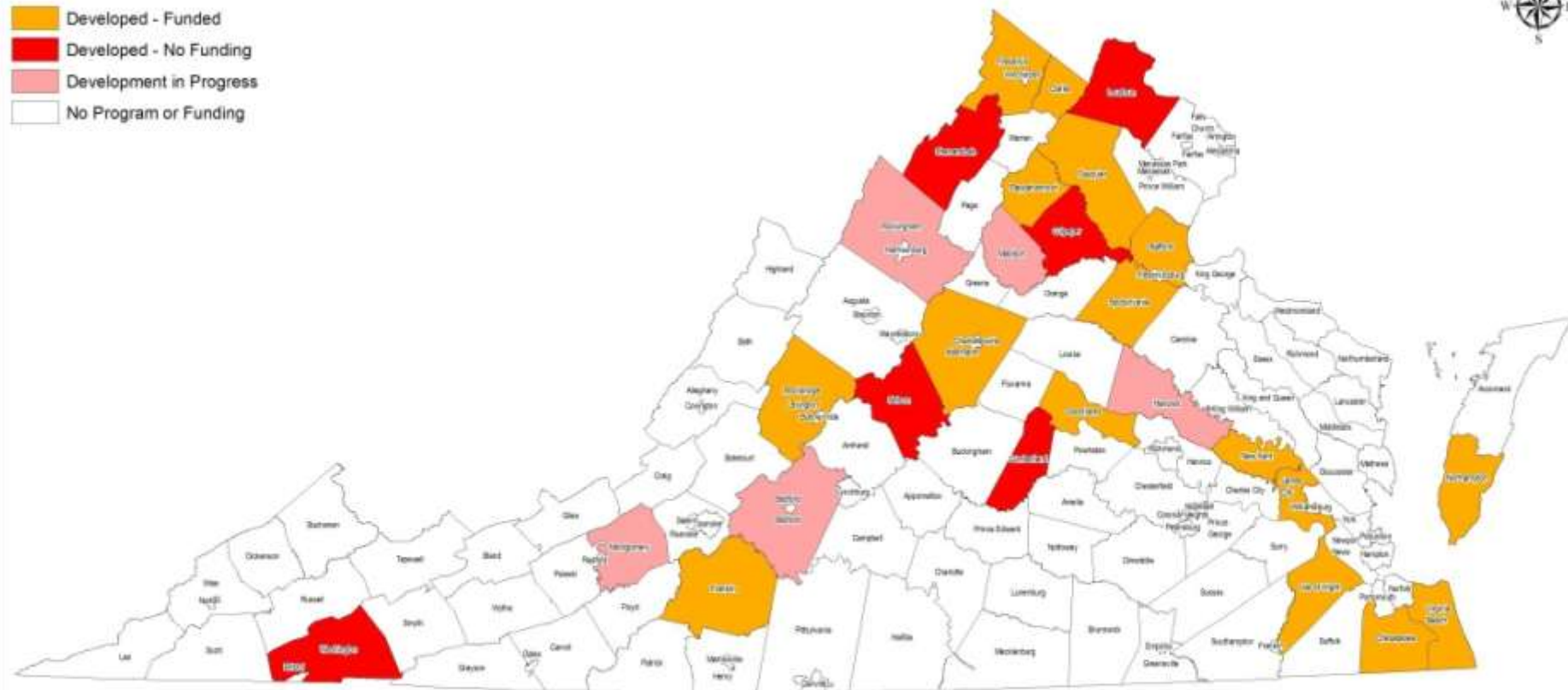
*VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES*



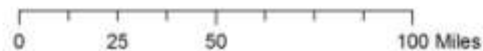
Office of Farmland Preservation

- Established in 2001 by General Assembly
- Officially opened in January 2007
- Code of Virginia charges with five missions:
 - Establish and support local PDR programs
 - Educate public about farmland preservation
 - Help farmers with farmland preservation efforts
 - Assist local governments with additional efforts
 - Administer Virginia Farm Link program

STATUS OF LOCAL PURCHASE OF DEVELOPMENT RIGHTS (PDR) PROGRAMS



Map updated on 10/13/10





Virginia Farm Link Program

- Code of Virginia charges program to provide assistance in the transition of farm businesses and properties from retiring farmers to active farmers
- Primary component to date has been Virginia Farm Link database
- In 2003 VDACS partnered with VA Farm Bureau to create the database
- In May 2008 VDACS launched revised version of database at www.vafarmlink.org



Virginia Farm Link Database

- Since May 2008, database has grown to 183 farm owners and 1,697 farm seekers
- Currently 10 active farm owners and 218 active farm seekers
- 91 farm owners have received 1,084 contacts from 328 farm seekers
- In summer 2009 and 2010, OFP surveyed farm owners contacted by at least one farm seeker to determine:
 - Database effectiveness
 - User satisfaction
 - Success in farm transition agreements



Virginia Century Farm Program

- 1,153 farms recognized since 1997
- Owned by same family for at least 100 consecutive years
- Lived on or actually farmed by descendent of original owner
- Gross over \$2,500 annually from the sale of farm products, or used for a bona fide silvicultural purpose.

VDACS - Fruit and Vegetable Marketing Program

Performs Good Agriculture Practice/Good Handling Practice Audits

Performs Shipping Point Inspections on all Fruits and Vegetables for Grade compliance and export compliance throughout Virginia.

Performs both Intrastate and Interstate Terminal Market Inspections at all wholesale and retail warehouses throughout Virginia.

Performs Country of Origin Labeling (COOL) surveillance reviews at retail stores throughout Virginia.

Enforces the Virginia Seed Potato Law.

Enforces the Virginia Controlled Atmosphere Storage Law for Apples.

Thank You

